## ORDER

106121 Order / Rev: Orders 06848655 Alt Order #: Product Desc: **BERKLEY FOR SENATE** Estimate: 30S Flight Dates: 09/04/12 - 09/10/12 Primary AE: Amy McCreary Original Date / Rev: Sales Office: 08/30/12 / 09/17/12 BLPHI Order Type: **GENERAL** Sales Region: National Shorr Johnson Magnus Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Consel Berkley, Shelley for Senate Advertiser Name: A35+ New Business Thru:

Demographic:

**Product Codes:** 

Priority:

PLC01

SELECT PRIORITY CODE

Order Separation:

Advertiser External ID:

POLITICAL/AGY, PCAN, GEN Revenue Codes:

Agency External ID:

## Bill Plan

Start Date		End Date	# Spots	Gross Amount	Net Amount
	08/27/12	09/10/12	72	\$35,425.00	\$30,111.25

Total	S
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Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	72	\$35,425.00	\$30,111.25	0.00
Totale	72	\$35,425,00	\$30 111 25	0.00

00:05:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary	•		Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	40%	\$35,425.00
Market	100%	\$88,562.50

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$22,140.62
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$17,712.50
KTUD	0%	\$0.00
KVVU	13%	\$11,513.12
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$1,771.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
E 1	KSNV	09/04/12	09/07/12	Wake Up Early w/	~	430a-5a	-TWT	:30	4	\$200.001	0.00 NM	4	\$800.00
	WAKE I	JP		Wake Up Early Wa	agners								
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	eek: 09/	03/12	09/09/12	-TWT	4	\$200.00	0.00						

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Order / Rev:

106121

Advertiser:

Berkley, Shelley for Senate

«Alt Order#:

06848655

9655 Product I

Product Desc:

BERKLEY FOR SENATE

Flight Dates: 09/04

09/04/12 - 09/10/12

Estimate:

308

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	09/04/1	2 09/07/12	Wake Up Early w Wake Up Early V	-	430a-5a	~TWT~~	- :30	4	\$200.001	0.00 NM	4	\$800.00
WAKE	UP		, ·									
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/09/12	-TWT	4	\$200.00	0,00						4
E 2 KSNV	09/10/1	2 09/10/12	Wake Up Early w Wake Up Early V		430a-5a	M	- :30	1	\$50.003	0.00 NM	1	\$50.00
WAKE	UP		Trans op Lany 1	· ugilo lo								
	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>				i		
Week: 09/		09/16/12	M	1	\$50.00	0.00						
		2 09/07/12	M-F 5-6a WakeU M-F 5-6a WakeU		5-6a	-TWTF-	- :30	8	\$600.001	0,00 NM	8	\$4,250.00
WAKE !	rt Date	End Date	Weekdays	Spots/Week	Date	Rating						
Week: 09/		09/09/12	~TWTF	<u> </u>	<u>Rate</u> \$600.00	0.00						
Spot Ch	Date Ra	<u>inge D</u>	escription	Star	/End Time		<u>Weekdays</u>	<u>Len</u>	g <u>th</u> <u>Rate</u>	Rtg Type		
			I-F 5-6a WakeUp v	J			-TWThF	•	30 \$325.00	1		
6 KSNV	09/03/12	2-09/09/12 N	I-F 5-6a WakeUp v	v/Wagner5-6a			-TWThF	- :	30 \$325.00	0.00 NM		
		2 09/10/12	M-F 5-6a WakeU M-F 5-6a WakeU		5-6a	M	- :30	1	\$125.003	0,00 NM	1	\$125.00
WAKE		E-d D-t-	Mariana	0 ( 03)	ъ.	B "						
<u>Sta</u> Week: 09/	<u>rt Date</u> 10/12	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$125.00	Rating 0.00						
			M-F 6-7a WakeU M-F 6-7a WakeU		6-7a	M	:30	2	\$250.003	0.00 NM	2	\$500.00
WAKE	JP		Will Olla Walkee	p wwwagners								
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/16/12	M	2	\$250.00	0.00						
E 6 KSNV		2 09/07/12	Today Show Today Show	CM	658a-9am	~TWTF-	- :30	4	\$1,500.001	0,00 NM	4	\$5,350.00
TODAY Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	-TWTF		\$1,500.00	0.00						
	Date Ra		escription	Start	/End Time		<u>Weekdays</u>	<u>Len</u>		Rtg Type		
		2-09/09/12 T		658a	1-9am		-TWThF	-	30 \$850.00	0.00 NM		
		2 09/10/12	Today Show Today Show	СМ	658a-9am	M	- :30	2	\$350.003	0.00 NM	2	\$700.00
TODAY		F! D-4-	M/a alcalarra	Consta AAI and	D-4-	D -4:						
<u>ડાય</u> Week: 09/	11 - 4110	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$350.00	Rating 0.00						
î.			M-F Today Show M-F Today Show	II 3rd HGM	9-10a	M	- :30	1	\$125.003	0.00 NM	1	\$200.00
TODAY	SHOW	II		•								
		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09/	10/12 Date Ra	09/16/12	M escription	1 Stort	\$125.00 (End Time	0.00	Monkdaya	Lan	mth Data	Dia Tuna		
			I-F Today Show II		t/End Time a		Weekdays M	<u>Len</u> -	g <u>in Kate</u> :30 <i>(\$125.00)</i>	Rtg Type		
	9 MG 8.2				-				(4120.00)	0.00		
-			E] NOT AVAILABL									
and the second s			I-F Today Show II	3rd Hr 9-10	а	,	M	- :	30 \$200.00	0.00 NM		
-	for 8.1 ( rised rate											
E 10 KSNV	<del></del>	<del></del>	Noon News Noon News	СМ	12-1230pm	М	- :30	1	\$175.003	0.00 NM	1	\$175.00
NEWS			.1001110110									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/16/12	M	1	\$1.75,00	0.00						
E 11 KSNV	09/04/1	2 09/07/12	Noon News Noon News	СМ	12-1230pm	~TWTF-	- ;30	4	\$425.001	0.00 NM	4	\$1,700.00
NEWS Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
<u>Ola</u>	<u>~ u.o</u>	Lita Date	* * OOKGUYO	SECTION	ivate	1 varing						

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Product Desc:

Desc: BEF

BERKLEY FOR SENATE

Flight Dates:

09/04/12 - 09/10/12

Estimate:

308

La Ob Olast Fac	La formation Andrew Book		T' D	1 0	( D   D /			
Ln Ch Start End		eak Start/End 12-1230pm		Len Spo	ts Rate Pri 4 \$425,001	Rtg Type 0.00 NM	Spots 4	Amount \$1,700.00
	Noon News	12-1250pii	1 4411	.50	4 φ425.001	0.00 14141	7	φ1,700.00
NEWS Start Date End D	ate Weekdays Spots/We	eek Rate	Rating					
Week: 09/03/12 09/09		4 \$425,00	0.00					
E 12 KSNV 09/04/12 09/0		1230-1p	-TWTF	:30	4 \$325.001	0.00 NM	4	\$1,300.00
NEWS	The Agenda 1230pm							
Start Date End D			Rating					
Week: 09/03/12 09/09 E 13 KSNV 09/10/12 09/1	·-	4 \$325.00 1230-1p	0.00 M	:30	1 \$100.003	0.00 NM	0	\$0.00
	The Agenda 1230pm	.200 .p		,00	Ψ.σσ.σσσ	0.00 11101	· ·	<b>4</b> 0.00
NEWS <u>Start Date</u> <u>End D</u>	ate Weekdays Spots/We	eek Rate	Rating					
Week: 09/10/12 09/16	12 M	1 \$100.00	0.00					
Spot Ch Date Range		Start/End Time 1230-1p		<u>/eekdays</u>	Length Rate :30 (\$100.00)	Rtg Type		
Unresolved	12 The Agenda 1250pm	1250-1p	V		.30 <del>(\$100.00)</del>	U.UQ PAINI		
	RATE] NOT AVAILABLE RATE	· · · · · · · · · · · · · · · · · · ·						
E 14 KSNV 09/04/12 09/0	7/12 Dr. Phil CM Dr Phil	3-4p	-TWTF	:30	4 \$450.001	0.00 NM	4	\$1,800.00
DR. PHIL	D( ) IIII							
<u>Start Date</u> <u>End E</u> Week: 09/03/12 09/09		eek <u>Rate</u> 4 \$450.00	Rating					
E 15 KSNV 09/10/12 09/1		· · · · · · · · · · · · · · · · · · ·	0.00 M	:30	1 \$225.003	0.00 NM	1	\$225.00
	Dr Phil				, ,====================================		,	4
DR. PHIL Start Date <u>En</u> d D	ate Weekdays Spots/We	<u>eek Rate</u>	Rating					
Week: 09/10/12 09/16		1 \$225.00	0.00					
E 16 KSNV 09/10/12 09/1	,	•	M	:30	1 \$300.003	0.00 NM	1	\$300.00
NEWS	4PM NEWS (1 hour)	(4:30 PM-5	.00 PW)					
Start Date End D			Rating					
Week: 09/10/12 09/16 E 17 KSNV 09/04/12 09/0		1 \$300.00 4-5pm	0.00 -T-TF	:30	3 \$700.001	0.00 NM	3	\$2,100.00
	4PM NEWS (1 hour)	(4:30 PM-5		,00	Ψ700.001	0.00 (4141	v	Ψ2,100.00
NEWS Start Date End D	ate Weekdays Spots/We	<u>eek Rate</u>	Rating					
Week: 09/03/12 09/09/		3 \$700.00	0.00					
E 18 KSNV 09/10/12 09/1	•	5-630p	M	:30	2 \$375.003	0.00 NM	2	\$750.00
NEWS	M-F Early News							
Start Date End D			<u>Rating</u>					
Week: 09/10/12 09/16. E 19 KSNV 09/04/12 09/0	<u></u>	2 \$375.00 5-630p	0.00 -T-TF	:30	3 \$1,200.001	0.00 NM	3	\$3,400.00
	M-F Early News	(5:00 PM-5		.50	3 \$1,200.001	U.UU INIVI	3	φ3,400.00
NEWS	ata Minakaaya Cunt-Mil	nale Data	Detien					
<u>Start Date</u> <u>End D</u> Week: 09/03/12 09/09/		<u>eek Rate</u> 3 \$1,200.00	<u>Rating</u> 0.00					
Spot Ch Date Range		Start/End Time				Rtg Type		
2 KSNV 09/03/12-09/09	·····	•	(5:00 PM-5:30 P-		30 \$1,000,00		4	<b>#</b> 000 00
E 20 KSNV 09/09/12 09/0	9/12 News 3 Live in Prime CM News 3 in Prime	7-10pm	S	:30	1 \$600.003	0.00 NM	7	\$600.00
NEWS	-4- NN1-1 O(-004	I	D #					
<u>Start Date</u> <u>End D</u> Week: 09/03/12 09/09/		eek <u>Rate</u> 1 \$600.00	<u>Rating</u> 0.00					
E 21 KSNV 09/10/12 09/1		•	М	:30	1 \$375.003	0.00 NM	1	\$375.00
JEOPARDY	M-F Jeopardy							
Start Date End D		ek <u>Rate</u>	<u>Rating</u>					
Week; 09/10/12 09/16	12 M	1 \$375.00	0.00					

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Order / Rev:

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Advertiser:

Berkley, Shelley for Senate

,Alt Order#:

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Product Desc:

BERKLEY FOR SENATE

Flight Dates:

09/04/12 - 09/10/12

Estimate:

30S

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 22 KSNV	09/10/1	2 09/10/12	M-F Wheel	CM	7-730pm	M	- :30	1	\$375.003	0.00 NM	0	\$0.00
WHEEL			M-F Wheel of Fo	tune								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/ Spot Ch	10/12 Date Ra	09/16/12 ange D	M escription	1 Stari	\$375.00 E/End Time	0.00	Weekdays	Le	ngth Rate	Rtg Type		
		2-09/16/12 N		7-73			<u>м</u>		:30 <del>(\$375.</del> 00)			
	resolved		E] NOT AVAILABL	FRATE								
			Face to Face w/ F		730-758pm	F	- :30	1	\$800,001	0.00 NM	1	\$800.00
E40E T		•	Face to Face w/	J.Ralston	,				+			<b>V</b>
	O FACE rt Date	: End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	F	1	\$800.00	0.00						
E 24 KSNV	09/10/1	2 09/10/12	Face to Face w/ F		730-758pm	M	- :30	1	\$200.003	0.00 NM	1	\$200.00
FACE T	O FACE		Face to Face w/ .	J.Kalston								
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09/		09/16/12	M Weekend Jeopard	1 1v/\0/ba2\1	\$200.00 630-730pm	0.00	+30		#105 AAA	0.00 NM		<b>#</b> 4F0.00
L 20 KONV	09/00/1	2 09/00/12	WKND Jeop/Whe	•	030-730pm	5-	- :30	2	\$225.003	U.OU INIM	2	\$450.00
	RDY/WH		1061	0 1 50/ 1	<b>D</b> .	PW 11						
<u>Sta</u> Week: 09/	<u>rt Date</u> 03/12	End Date 09/09/12	<u>Weekdays</u> S-	Spots/Week 2	<u>Rate</u> \$225.00	<u>Rating</u> 0.00						-
E 26 KSNV	09/08/1	2 09/08/12	Vegas Inc.	CM	6:30-8pm	\$-	- :30	1	\$150.003	0.00 NM	1	\$150.00
VEGAS	INC		Vegas Inc.									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	S-	1	\$150.00	0.00			<del>-</del>			
E27 KSNV	09/04/1	2 09/07/12	M-F News 3 at Ele M-F News 3 at Ele		11pm-1135pi	m -TWTF	- :30	4	\$1,100.001	0.00 NM	4	\$4,400.00
NEWS												
<u>Sta</u> Week: 09/	rt Date	End Date 09/09/12	<u>Weekdays</u> -TWTF	Spots/Week	<u>Rate</u> \$1,100,00	Rating 0.00						
***************************************			M-F News 3 at Ele		11pm-1135pi		- :30	1	\$400.003	0.00 NM	1	\$400.00
			M-F News 3 at El						*	3100 11111		<b>V</b> 100.00
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	M	1	\$400.00	0.00						
E 29 KSNV	09/10/1	2 09/10/12	The Tonight Show	r CM	1135p-1237a	M	:30	1	\$175.003	0.00 NM	1	\$175.00
TONIG	HT SHO	N	Tonight Show									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		2 09/16/12	M Sa-Su News 3 at	1 ElevenCM	\$175.00 11pm-1135pi	0.00 nSS	30	2	¢400 003	0.00 NM	_	<b>#</b> 000 00
L 30 NGNV	OB/OO/1	2 03/03/12	Sa-Su News 3 at		Пршензарі	1133	.30	2	\$400.003	U.UU INIM	2	\$800.00
NEWS	-4 D-4-	F1 D-1-	1461	0(.0.0.	Б.	D. ()						
<u>5ta</u> Week: 09/	<u>rt Date</u> 03/12	End Date 09/09/12	<u>Weekdays</u> SS	Spots/Week 2	<u>Rate</u> \$400.00	Rating 0.00						
			News 3 Sunrise -		6a-7a	S-	:30	1	\$150,003	0.00 NM	1	\$150.00
NEWS			News 3 Sunrise S	SATURDAY								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/09/12	S	1	\$150.00	0,00			A =			
E 32 KSNV	09/08/1	2 09/08/12	Saturday Today Saturday Today	CM	7a-9am	S-	:30	2	\$225.003	0.00 NM	2	\$450.00
SAT TO												
<u>Sta</u> Week: 09/	rt Date 03/12	End Date 09/09/12	<u>Weekdays</u> S-	Spots/Week 2	<u>Rate</u> \$225.00	Rating 0.00						
E 34 KSNV			Saturday Night Liv		1130pm-1:02		:30	1	\$550,003	0.00 NM	1	\$550.00
			Saturday Night Li	ve	•					1		

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KSNV

 Order /-Rev:
 106121
 Advertiser:
 Berkley, Shelley for Senate

 "Alt Order #:
 06848655
 Product Desc:
 BERKLEY FOR SENATE

Flight Dates: 09/04/12 - 09/10/12 Estimate: 30S

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount SNL Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/03/12 09/09/12 \$550.00 0.00 E35 KSNV 09/09/12 09/09/12 Sunday Today СМ 7a-8am ----5 :30 \$200.003 0.00 NM \$200.00 Sunday Today SUN TODAY Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 09/03/12 09/09/12 ----S \$200.00 0.00 E 36 KSNV 09/09/12 09/09/12 News 3 Today Wknd 9a-930am ----S :30 \$175.003 0.00 NM \$175.00 CM News 3 Today **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ----S \$175.00 0.00 N 37 KSNV 09/08/12 09/08/12 Sa-Su Early News 0.00 NM CM 5pm-630pm ----S-;30 \$225.003 \$225.00 Sa-Su Early News Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 09/03/12 09/09/12 ----5-\$225.00 0.00 N 41 KSNV 09/08/12 09/08/12 Sat PR 8-9p CM 8-9pm ----5-:30 \$800.002 0.00 NM 1 \$800.00 Saturday Prime 8-9pm Spots/Week Start Date **End Date** Weekdays <u>Rate</u> Rating ---5-Week: 09/03/12 09/09/12 \$800.00 0.00 N 43 KSNV 09/09/12 09/09/12 Sports Night in Las Vega3M Sun 1135p-1200a -----S :30 \$200.002 0.00 NM 1 \$200.00 Sports Night in Las Vegas Spots/Week Start Date End Date **Weekdays** Rate Rating 0.00 Week: 09/03/12 09/09/12 ----S \$200.00 N 44 KSNV 09/10/12 09/10/12 Days of our Lives CM 1258p-2pm M-----:30 \$275,002 0.00 NM 1 \$275.00 Days of our Lives Weekdays **End Date** Start Date Spots/Week Rate Rating 09/16/12 \$275.00 0.00 Week: 09/10/12 N 45 KSNV 09/09/12 09/09/12 Sunday Today CM :30 \$325.002 7a-8am ----S 0.00 NM \$325.00 Sunday Today Start Date End Date Weekdays Spots/Week Rate Rating ----s Week: 09/03/12 09/09/12 \$325.00 0.00 Totals 72 \$35,425.00